



october 2004

Facets

F O R W O M E N

Can she do it?

Monica Bruning and
others at ISU are trying
to get more women
into engineering

See what's hot
in fall fashion

Botox:

The truth behind
the needle

Notes *from the newsroom:*



Frances Wilke, editor

October brings crisp, cool weather and here in Ames at least, the patterns of school. What a better place to roam with my camera than Ames High School. My friend Andy suggested that our October Facet Faces be filled with the women who know the real scoop, the school secretaries. These savvy women have their finger on the pulse of our schools. This is my salute to them.

Speaking of changes, my new coordinating editor Rebecca Petersen gave me some respite by writing the cover feature. The restless reporter is now the special sections coordinator for the Tribune, overseeing Facets among other things. She is my inspirational writing coach and partner in crime around the Tribune office. This will only make Facets better. You will get her young woman views and my ... ahem "older" woman take on topics. We even had to model for this issue. Talk about doing it all!

On a recent trip to campus, I met about twenty young women who have chosen to study engineering. What a wonderful group of women — smart, strong and just the winning ticket in making our world a better place.

This is the area you might like to encourage your daughters to study, according to Monica Bruning, the outreach and recruitment guru for ISU's College of Engineering. Jobs are plentiful and starting pay is so high, school loans will be paid off in no time at all.

It appears that women feel more comfortable in the course when they are not the lone females in the class. No kidding. Try thinking of the lone male student in a nursing class. We need more women in engineering just as much as we need more men in nursing. No profession needs to be a one sex only program.

Editors note: A scheduling conflict has resulted in a change of date for the Central Iowa Women's Symposium presented by Mary Greeley Medical Center. The event, originally scheduled for Sept. 25, will now be held Sat., Feb. 26, 2005. ♦

available at



Alba HAWAIIAN

Skin Care and Spa Treatments

Tropical fruit and flower extracts, nourishing nut oils and certified organic aloe vera, revered for their curative and rejuvenating properties, are blended together to create exotic skin care and spa treatments that best reflect the beauty, vitality and spirit of the Hawaiian Islands for soft, healthy, luminous skin.



413 Douglas Ave, Ames • 232-4094 • www.wheatsfield.com

Discover...

a unique little jewelry store on Main!



- Dichroic Glass Earrings
- Freshwater Pearls
- Semi-precious Stones
- Leather Jewelry Boxes
- Re-stringing
- Costume Jewelry Repair



311 Main Street • 233-6179

WELCOME TO

Facets

Facet > 1. One of the flat surfaces cut on a gemstone.

2. The particular angle from which something is considered.

FACETS IS A SUPPLEMENT TO THE TRIBUNE

IN THIS ISSUE

- | | |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>2 Notes from the newsroom</p> <p>4 Your letters</p> <p>6 Women on the move</p> <p>7 Facet faces</p> <p>8 What do we read next?</p> <p>10 What to wear this season</p> <p>12 Advance fee fraud
<i>Protect yourself</i></p> <p>14 Protecting your trees from indecent exposure</p> | <p>16 Engineering
<i>Looking for ways to recruit women</i></p> <p>18 Botox
<i>The truth behind the hype</i></p> <p>20 Cosmetic dentistry
<i>The increasing trend</i></p> <p>22 A change will do you good
<i>Redesign that kitchen or bathroom</i></p> <p>24 Hue & cry
<i>Take back your time</i></p> <p>28 Food bites
<i>Soup's on!</i></p> <p>30 Mother & Child
<i>The "that's life" syndrome</i></p> |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

CONTRIBUTORS

PHOTOGRAPHER/WRITER/EDITOR

Frances Wilke

COORDINATING EDITOR

Rebecca A. Petersen

CREATIVE DIRECTOR

Buffy Sue Clatt

FACETS PAGE DESIGN

Linda Oppedal

GRAPHIC DESIGNERS

Shane Coats

Brianne Osborn

Jennifer O'Brien

ADVERTISING SALES

Jim Horstman

Jami Rutledge

April Hoogland

call 232-2160 for information

FOR
women

Your Letters

To submit a letter: e-mail facets@amestrib.com or 317 Fifth Street, Ames, IA 50010. Please include phone number.

Iowa Cares: Honoring Iowa's Heroes in the War on Terrorism

TO THE EDITOR:

Sometimes in our everyday lives, we tend to forget what's going on elsewhere in the world and that the brave men and women of the service are just like you and me. They have family and friends back home who love them very much and are praying for their safe return.

As Americans and fellow Iowans, we recognize and appreciate our Iowa soldiers. We also recognize their hardships. Since the start of the War on Terrorism, many soldiers have been separated from their families for long periods of time, and some have been injured or even maimed for the rest of their lives.

Sadly, some soldiers never return home safely to their fami-

lies. As mothers and fathers and husbands and wives, it is hard to imagine the loss of a child or spouse. These families' lives are forever changed and the soldiers are forever gone. We are saddened by their loss and hope to convey that their loved one will not be forgotten.

On Nov. 26, a special dinner will be held in Ames to honor the Iowa soldiers who lost their lives in the war on terrorism, those who have been injured in the conflict, and those who continue to fight for freedom and our security. The guests of honor will be the families of the fallen soldiers.

The event will include a service of remembrance; remarks by national and state leaders; musical performances; and, a presentation of a special gift to each of the families who lost a loved one. More than 500 people are expected to attend.

On Nov. 27, a private brunch will be held for these families to meet, share and grieve together. Following the brunch, the families will attend the nationally televised Iowa State vs. Missouri football game and receive a special recognition on the 50-yard line complete with military colors and a fly over.

We are also pleased to announce that at the event, an original work of art depicting Iowa's sacrifice in this war will be unveiled. The original will be gifted to the State of Iowa, framed prints will be given to the families who lost a loved one, and limited edition prints will be sold in order to raise funds to erect a monument.

This project will be made possible by the people of Iowa. If any individual or business would like to make a donation to help us honor these soldiers, please send

donations to the address listed below. For more information, we invite you to visit our website www.iowaheroes.com.

This project is neither pro-nor-anti war. It is a collaboration of Iowans to recognize our heroes and show the families of the fallen that we care. The project is being organized by Nu Lambda in Ames (a chapter of Beta Sigma Phi – an International women's service sorority), with the help of an extensive advisory board..

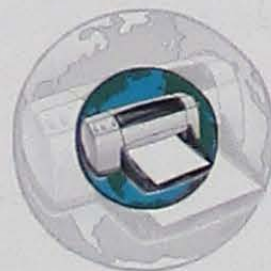
Send tax-deductible donations to: Honoring Iowa's Military Heroes Association, P.O. Box 325, Ames, IA 50010. The phone number is (515) 292-5828 or 515-268-9880. ♦

Tracy E. Andrie,
Ames

Chairwoman of the Honoring Iowa's Heroes in the War on Terrorism committee



Upload photos
from your home...



...to our web
server...



...and we will
print them!

ONLINE PHOTO PRINTING

@

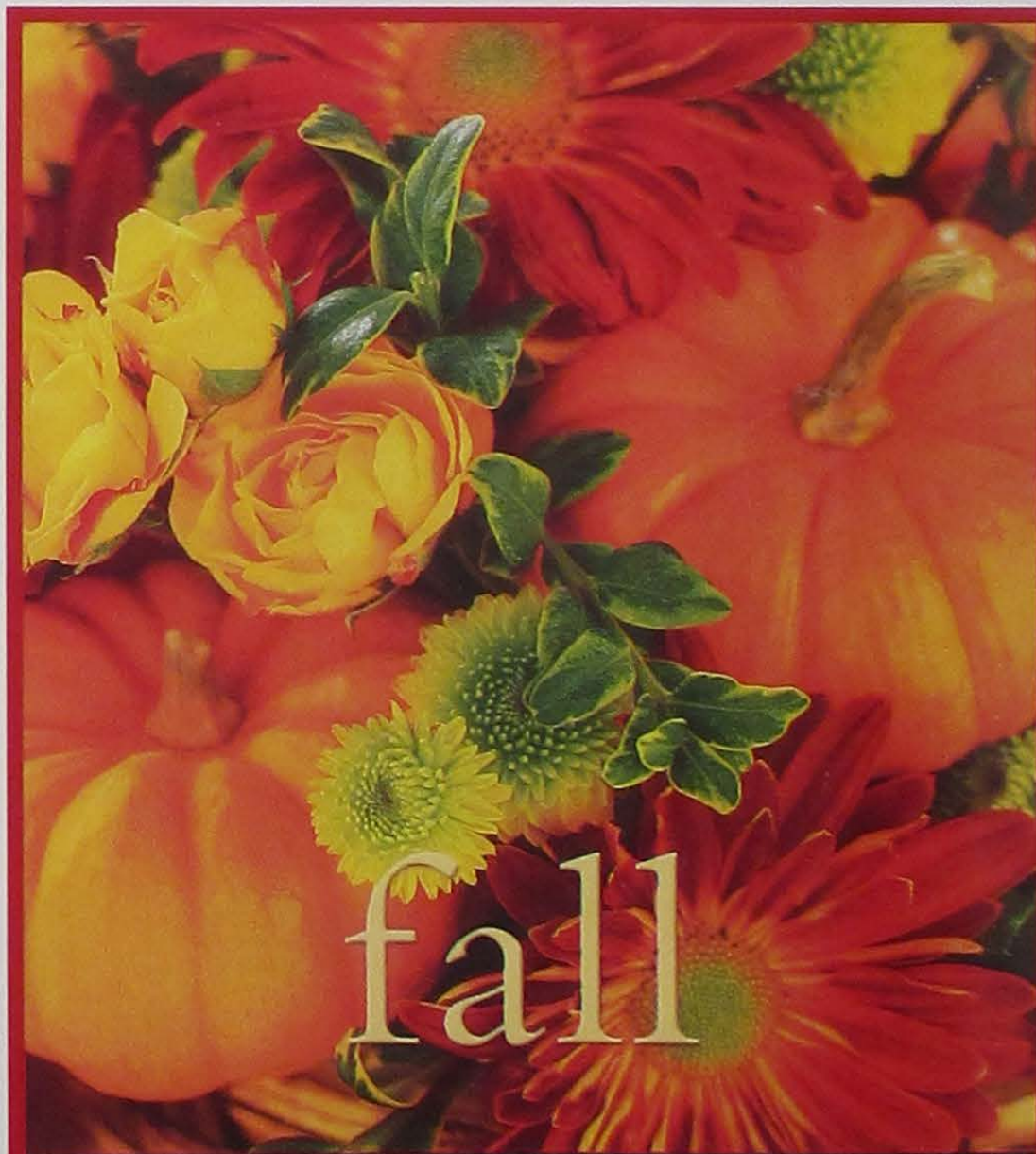
WWW.WALDENPHOTO.COM

1-24 \$.39 ea. 25-49 \$.34 ea. 50 \$.29 ea.

75th Anniversary

Walden Photo
We Develop Memories for You!

317 Main St. 232-8050 www.waldenphoto.com



Everts
FLOWERS • HOME • GIFTS
Main Street Cultural District

329 Main
232-5634

Hours: Mon-Sat 8:30-5:30
Thursdays Open Until 8:00

ServiceMASTER Clean®

We take
the **fright**
out of cleaning!

ServiceMaster is always ready to
treat your home to a good cleaning!

- Total Home Cleaning
- Deep Soil Extraction
- Pet/Spot Removal
- Carpet/Fabric Protection
- Residential/Commercial
- Upholstery Cleaning
- Fire & Water Restoration



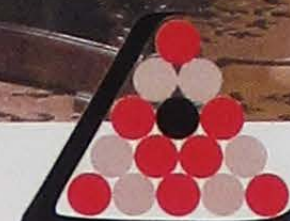
*At ServiceMaster, we clean it right.
Or we clean it over.*

Call us today
232-1776

Serving Ames & Story County



Order early for the holidays!



LEGACY BILLIARDS
A DIVISION OF EXACT COMMERCIAL

KD GameroomSupply
Your Home Entertainment Experts

4813 W. Lincoln Way, Ames • 292-2997

RELAX THIS FALL



pools • spas • swim spas
chemicals • supplies • service

WCI Pools and Spas

109 East Ave. • Ames

232-8923

www.wcipoolsandspas.com

women

on the move

If you know of a woman who should be featured in "women on the move", write to facets@amestrib.com or call 232-2160.

Faith Wagoner Winchester was named production support assistant for WFHM Marketing Services with Sigler Printing & Publishing in Ames. Previously, Winchester was the marketing director for Hearing Unlimited. She has a master's degree in English and creative writing from Minnesota State University in Mankato, Minn.

Joyce Durlam has joined the Advisory Board of Directors at Wells Fargo Bank of Ames/Story City. Joyce is the co-owner and operator of Durlam and Durlam Clothing, Inc., located in the Ames Main Street Cultural District. Joyce is a graduate of Iowa State University and grew up in Boone.

Becky Parrish, Nurse Practitioner, has joined Radiant Complexions Dermatology Clinic in Ames. She does elective cosmetic procedures, such as microdermabrasion, chemical peels, sclerotherapy, botox, laser photofacials and hair removal.

Judy L. Albright was named vice president of First National Bank in Ames. Albright first joined the bank as a teller in 1981 and has held several positions since. She is currently the bank's IRA specialist and also supervises the certificate of deposit area.

Becky M. Rich was named auditor for First National Bank in Ames. She has been with the bank, starting part-time since 1997, and is currently active in Young Professionals of Ames and Junior Achievement.

Rebecca Hastert was named a licensed assistant to Lara Hallgrimsdottir for Friedrich Iowa Realty in Ames. Rebecca and Lara specialize in Residential resale homes and New Construction for Regency Homes in Bloomington Heights, Ames where Lara is the Project Manager. Rebecca also is completing course work at Iowa State University where she is majoring in marketing.

Liz Chausse, formerly the decorator for Sherwin-Williams, has opened a new decorating and design store at 504 Kellogg Ave. in Ames. Chausse has been in the decorating business since leaving real estate four years ago. ♦

GREAT STUFF LTD.

SELECTIVE CONSIGNMENT STORE



QUALITY
CONSIGNMENT

FURNITURE
GLASSWARE
HOME
ACCESSORIES
ANTIQUES

A Unique Shopping Experience!

312 Main St. • Ames, IA • 515-233-1396
Tues.-Sat. 10-5, Thurs. til 8

CALL TODAY FOR CONSIGNMENT APPOINTMENTS!

FRANCO® SARTO

New For Fall



Bono
Black



Heinz
Black

Emerhoff's
FOOTWEAR, INC.

215 Main Street • Ames, IA • 232-3473



FACETS FACES • AMES HIGH SCHOOL • FACETS FACES



*Control
the light*

Professional Designers
Barb Twedt & Marcia Skrdla
515-232-4846 / 866-457-3935
Showroom 327 Main St., Ames

Blinds
Shutters
Bedding
Valances
Cushions
Draperies


BRACKETS
Custom Window Coverings

Decorative Honeycomb Shades by
HunterDouglas
Window Treatments

yarn
we've got it

Featuring Ames' best selection of quality yarns

- Stocking both natural and man-made yarns
- Knitting & crochet books, needles, and hooks


**The Rose Tree
Fiber Shop**

2814 West St. Campustown Ames
Mon-Fri 12-5 Sat 10-3
and by appointment **292-7076**

what do we READ next?

A DIFFERENT TAKE ON CHARADES

By Janet Klaas

One of the things my husband and I have done socially in the 29 years we have lived in Ames is to attend monthly small-group potluck dinners. These can be surprising affairs whose outcomes depend upon the particular mix of those in attendance and upon how the meal, with a course brought by each attending individual or couple, comes together.

Once, many years ago, we had an added surprise. After we finished an enjoyable meal, we all withdrew to the living room and settled in for what we were expecting to be an evening of conversa-

tion. Instead, our hostess proceeded to pass out play scripts and assign parts for our "readers' theater" rendition of "Don Juan in Hell," which is a play within the play "Man and Superman" by George Bernard Shaw. After some initial hesitations and general shyness, we warmed to the challenge and had a fine evening of playmaking.

Book groups—at least the two in which I participate—tend to get locked into a particular routine. As a rule, we read either novels or nonfiction. Occasionally, we read a book of poetry. We have even read a play and discussed it.

Ever so often, it is healthy to shake ourselves out of our routines. I am suggesting that you might do what our hostess did that night. Pick a play and cast it with your book group members! Go ahead and do your usual stuff as well. Everyone should read through the play ahead of time, just as you do with your other book group selections. It would be good for someone to give some background about the author and the history of the play's production.

Then do a group read. Most plays will be too long to get through all the acts, so someone should pick out a few scenes ahead of time. It sounds fun to me though I must admit in the 23 years I have been a member of my Ames book group, we have yet to try such an experiment.

We have had, as I mentioned above, a play as a selection, but then we only discussed it — what a loss to the world of theater! Here is a list of six American plays that might get you interested in a readers' theater evening.

AMERICAN COUNTRY FURNITURE • GIFTS • INTERIOR DESIGN ENTERTAINMENT CABINETS

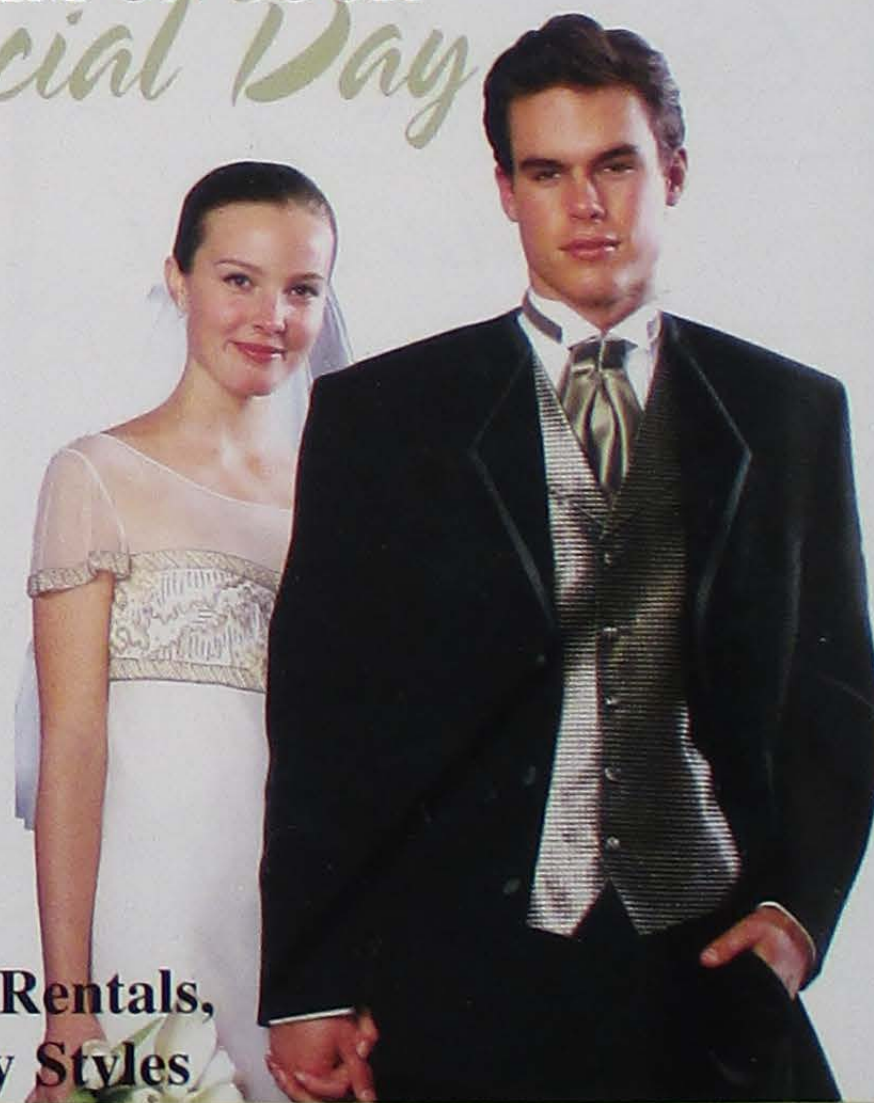


Many cabinets & styles available! Now offering custom sizes.

327 Main Street, Ames • 232-7813
www.americancountryhomestore.com

WE'LL TAKE GOOD CARE OF HIM ON YOUR

Special Day



Tuxedo Rentals,
In Many Styles

JOHN HUBER CLOTHIER

404 Main Street • Ames, Iowa • 515-233-4948

Hours: Mon.-Fri. 9:30-6:00 (Thurs. until 8:00) • Sat. 9:30-5:00

"Angels in America; A Gay Fantasia on National Themes. Part One: Millennium Approaches; Part Two: Perestroika," by Tony Kushner. Part one of this theatrical extravaganza won the 1993 Pulitzer Prize for drama. When it was initially performed, *Perestroika* was performed as a staged reading in conjunction with the production of *Millennium Approaches*. Last year HBO aired a full production of both parts. The plays contain intertwined stories of a small cast of characters that includes Roy Cohn (of *House Un-American Activities* fame) and an angel who flits in and out of various scenes. Kushner explains, "Together we organize the world for ourselves, or at least we organize our understanding of it; we reflect it, refract it, criticize it, grieve over its savagery; and we help each other to discern, amidst the gathering dark, paths of resistance, pockets of peace, and places from whence hope may be plausibly expected."

"Glengarry Glen Ross," by David Mamet. Few playwrights can capture the language and nervous energy of American life like David Mamet. *Glengarry Glenn Ross* is about four real estate salesmen unloading Florida swampland to unsuspecting buyers. So, your book group is all female — here's your chance to explore the dark side of the force!

"Night, Mother," by Marsha Norman. I saw this play when it was produced by the Ames Women's Theater back in 1985. I really miss the Ames Women's Theater — why doesn't someone bring it back? This play has a cast of two, a mother and daughter, so your group will have to either take turns or be the audience for two of your members. It can be performed in an hour and a half — leaving room for discussion afterwards. The play won the 1984 Pulitzer Prize for drama. Critic John Simon said of it, "It gleams with wisdom, reeks of observed and comprehended reality. It is something to feel, think, and talk about."

"The Glass Menagerie," by Tennessee Williams. This was the great playwright's first popular success. It premiered in 1944 and has been played probably hundreds of times since. With a cast of four, its seven scenes could easily provide an evening of readers' theater and discussion for a book group. It is now available in an inexpensive New Directions reading text paperback with an introduction by Robert Bray who reappraises the play 60 after it won the New York Drama Critics Circle Award.

"Long Day's Journey into Night," by Eugene O'Neill. O'Neill's classic recreation of his tortured family life with his brother and his parents was written in 1940 but not released until his death in 1956. This play is way too long to be read in its entirety at a book group meeting, but it is well worth reading parts of it. O'Neill presented this script to his wife Carlotta as a present on their 12th wedding anniversary with these words — "Dearest: I give you the original script of this play of old sorrow, written in tears and blood. But you will understand. I mean it as a tribute to your love and tenderness which gave the faith in love that enabled me to face my dead at last and write this play — write it with deep pity and understanding and forgiveness for all the four haunted Tyrones [O'Neills]."



Janet Klaas is a librarian with the Ames Public Library. She is a regular contributor to *Facets*.



WINDOW FASHIONS

draperies • shades • valances • blinds • curtains • verticals • cornice boxes • roman shades • shutters • wood blinds • hundreds of fabrics • pillows • throws • bedding

V2K, the Virtual Window Fashion Store is the ONLY window fashion store where you can see what *your* window fashion styles will look like on *your* windows —before you buy!

Call today for your FREE in-home consultation!



The Virtual
Window Fashion Store

Phyllis Athen
Cristina Muehr
515-233-0V2K (0825)
Services also in Arizona
480-998-4V2K (4825)

RED HATTERS, You're Invited To Tea!

Catch all the fun and funky Red Hat society merchandise at The Shoppes on Grand and book your tea party today!



The
Shoppes on Grand

6th & Grand • Ames
233-6010

What to wear

CASUAL

Channel Jackie Onassis Kennedy with this stylish tweed jacket. Pair it with boots and worn-in jeans for a perfect everyday look.

Jacket available at Holly's.



BUSINESS PROFESSIONAL

The pinstripe skirt gets updated with a flirty, flippy shape. Fall color no longer means dark and drab. Gorgeous blues and greens will give this classic look an edge.

Outfit available at Durlam & Durlam.



CASUAL

Pregnancy doesn't mean a woman can't be fashionable. Slimmer silhouettes and under-the-belly waistbands flatter your changing figure without hiding it completely.

Outfit available at Merle Norman/The Maternity Shop.



All shoes provided by Emerhoff's.



cool crisp days . . .
HOT FALL FASHIONS

ICELANDIC
DESIGN

DURLAM
& DURLAM
QUALITY CLOTHING
FOR MEN & WOMEN

515-232-3261
226 Main Street
Downtown Ames

this season...



BUSINESS CASUAL

Cooler weather calls for more texture. These lightweight corduroy pants pair nicely with this roomy camel sweater.

Outfit available at Durlam & Durlam.



BUSINESS PROFESSIONAL

Just because you're at work doesn't mean you can't have a little fun. This burgundy suit is more interesting than typical navy or black, the funky patterned shirt and flower pin let you show your personality.

Outfit available at Lane Bryant.



BUSINESS CASUAL

It's time to dress warmer and these lightweight pieces are perfect for layering. Cheery pink in coordinating patterns debunks the myth that you can't mix it up.

Outfit available at Holly's.

Holly's has the brands Central Iowa women love



Vera Bradley David Brooks
Woolrich Tribal
City Girl Graff
Brighton

Holly's
Holly Larson, Owner

701 Story Street • Downtown Boone • (515) 432-8606

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
9-5:30	9-5:30	9-5:30	9-8	9-5:30	9-5



Protecting Yourself from

\$ "Advance Fee Fraud"

By Nicole Gebhart

Phone calls. Emails. Faxes. Direct Mail. Text Messaging. The list goes on.

With all the forms of communication available in our society today, the number of fraud schemes has never been greater. Unethical individuals are using a variety of tools to prey on honest, trusting people.

As a financial institution, it is our responsibility to help educate the community on potential schemes that could harm residents and affect their financial well-being. There is a major

fraud scheme that has been prevalent in the recent news. It is referred to as "4-1-9" or "Advance Fee Fraud."

This scheme offers a "get rich quick" opportunity and is often presented in a professional, well-organized manner, but can be extremely detrimental to the financial health of individuals that buy into the empty promises.

Through their Web site, www.secretservice.gov, the U.S. Secret Service has provided tactics that are often used with this scheme. Below are excerpts from the Secret Service Web site.

Knowing the facts can help residents protect themselves from becoming victims.

4-1-9 Schemes frequently use the following tactics:

An individual or company receives a letter or fax from an alleged "official" representing a foreign government or agency. An offer is made to transfer millions of dollars in "over invoiced contract funds into your personal bank account.

You are encouraged to travel overseas to complete the transaction. You are requested to provide blank company letterhead forms, banking account infor-



Fine Jewelry...Like No Other!

Ames Silversmithing

Designers and Goldsmiths

220 Main Downtown 232-0080

www.amessilversmithing.com

Harvest Time at Mary Kay's Flowers & Gifts



- Select a Lighted Pumpkin
- New Fall Fresh & Permanent Arrangements
- Fall & Seasonal Decor for your Lifestyle
- Great New Fall Decor from Blenko

Mary Kay's
FLOWERS & GIFTS Inc.

3134 Northwood Drive, Ames

232-3993

1-800-337-7476

Open 8am-6pm Mon-Fri, Sat 8am-5pm



mation, and telephone or fax numbers.

You receive numerous documents with official looking stamps, seals and logo testifying to the authenticity of the proposal. Eventually you must provide up-front or advance fees for various taxes, attorney fees, transaction fees or bribes.

Other forms of 4-1-9 schemes include: cash-on-delivery of goods or services, real estate ventures, purchases of crude oil at reduced prices, beneficiary of a will, recipient of an award and paper currency conversion.

The perpetrators of Advance Fee Fraud (AFF), known internationally as "4-1-9," named for the section of the Nigerian penal code, which addresses fraud schemes, are often very creative and innovative.

Unfortunately, there is a perception that no one is prone to enter into such an obviously suspicious relationship. However, a large number of victims are enticed into believing they have been singled out from the masses to share in multi-million dollar windfall profits for doing absolutely nothing.

It also is a misconception that the victim's bank account is requested so the culprit can plunder it — this is not the primary reason for the account request — merely a signal they have hooked another victim.

The most prevalent and successful cases of Advance Fee Fraud is the fund transfer scam. In this scheme, a company or individual will typically receive an unsolicited letter by mail or email from a Nigerian claiming to be a senior civil servant. In the letter, the Nigerian will inform the recipient that he is seeking a reputable foreign company or individual into whose account he can deposit

funds ranging from \$10 million to \$60 million that the Nigerian government overpaid on some procurement contract.

The sender declares that he is a senior civil servant in one of the Nigerian Ministries, usually the Nigerian National Petroleum Corporation (NNPC). The letters refer to investigations of previous contracts awarded by prior regimes alleging that many contracts were over invoiced.

Rather than return the money to the government, they desire to transfer the money to a foreign account. The sums average between \$10 million to \$60 million and the recipient is usually offered a commission up to 30 percent for assisting in the transfer. In almost every case, there is a sense of urgency.

Victims are often convinced of the authenticity of Advance Fee Fraud schemes by the forged or false documents bearing apparently official Nigerian government letterhead, seals, as well as false letters of credit, payment schedules and bank drafts. The fraudster may establish the credibility of his contacts, and thereby his influence, by arranging a meeting between the victim and "government officials" in real or fake government offices.

Indications are that Advance Fee Fraud grosses hundreds of millions of dollars annually and the losses are continuing to escalate. In all likelihood, there are victims who do not report their losses to authorities due to either fear or embarrassment.

If you feel you have been a victim of a scheme, please contact the local U.S. Secret Service Office at (515) 284-4565. ♦

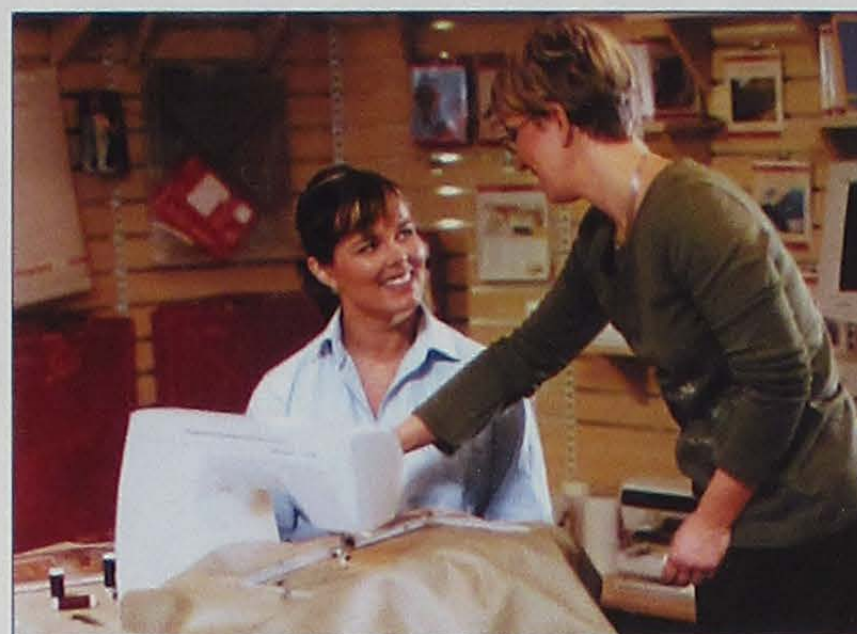
Nicole Gebhart is the marketing director for First National Bank of Ames. This is her first contribution to Facets.

Husqvarna

VIKING

Quilting Connection

FABRICS ■ NOTIONS ■ PATTERNS ■ CLASSES ■ BOOKS ■ SEWING MACHINES



Designer I ESS—Lowest Price Ever
Stop by for a demo.

Fabrics, patterns, notions, books, classes

Mon+Thurs 10 am-8 pm • Tues, Wed, Fri 10 am - 5:30 pm • Sat 10 am - 5 pm

Fall Class registration now underway. Learn to quilt or start a new project.

238 Main Street

Ames • 233-3048 • www.iaquilts.com



PAIN RELIEF STARTS HERE!

- New Patients Welcome
- Lower Back Pain During Pregnancy
- Carpal Tunnel Syndrome
- Headaches & Migraines
- Menstrual & Premenstrual Pain
- Sciatica & Leg Pain

Healthy Lifestyles Chiropractic

Dr. Laura R Galvin

(515) 233-2217

213 N Duff #5

(next to Wild Birds Unlimited)

Ames

Do Your Trees Suffer From **Indecent EXPOSURE?**



Most doctors advise against overexposure to the sun. Likewise, trees are living organisms that also can suffer from sun damage – especially when their tops have been removed.

Topping is the indiscriminate cutting back of tree branches to stubs or lateral branches that are not large enough to assume the terminal role. Other names for topping include “heading,” “tipping,” “hat racking” and “rounding over.”

The most common reason for topping trees is size reduction to avoid hazards. However, topping is not a viable method of height reduction and makes trees more susceptible to the elements over the long run.

Nature's Sun Screen

When tree tops are removed, the remaining branches and trunk are exposed to high levels of light and heat. The result may be sunburn of the tissues beneath the bark, which can lead to bark splitting and death of some branches.

Avoid Crash Dieting

Topping often removes 50 to 100 percent of the leaf-bearing crown of a tree. Since leaves serve as the “food factories” of a tree, topping can temporarily “starve a tree.” Topping can also ruin a tree’s aesthetic beauty. Without leaves for extended periods, topped trees often appear disfigured and mutilated. Moreover, they can never regain their natural form.

Alternatives

There are alternatives to topping but you will need the services of a professional arborist to determine what type of pruning is necessary to achieve your objectives and to improve the health, appearance and safety of your trees. Professional arborists employ well-trained crews, with all of the required safety equipment and liability insurance.

Getting Help

Arborists who are members of the International Society of Arboriculture (ISA), the Tree Care Industry Association (TCIA), or the American Society of Consulting Arborists (ASCA) ensure the highest quality service for your trees. The ISA has an international voluntary certification program that combines experience with extensive examination covering all aspects of tree care.

ISA advises against using the services of any tree company that advertises topping as a service provided. Knowledgeable arborists know that topping is harmful to trees and is not an accepted practice. Also be cautious against companies whose crews use tree spikes for climbing trees. Climbing spikes can damage trees, so their use should be limited to trees that are being removed.

This story was provided by The International Society of Arboriculture, a nonprofit organization supporting tree care research around the world. Its headquarters are in Champaign, Ill. For more information, contact a local ISA Certified Arborist (www.isa-arbor.com) or visit www.treesaregood.com. ♦

get to the root of it.



Focus on what counts, and watch things happen. Like healthy-looking hair. New Scalp Benefits™ Balancing Shampoo and Conditioner—partnered with a stress relieving scalp massage—clean down to the root. No matter what your hair type. Healthy hair begins with a healthy scalp. **Book an appointment to experience a Scalp Benefits™ Balancing Ritual today.**

Marc Stephens
and Friends
526 Main Street Station, Ames
956-4545

AVEDA
the art and science of pure flower and plant essences

**WELLS
FARGO**

The Next Stage®

At Wells Fargo, we've been serving women for 150 years.

We recognize that women demand practicality when managing their families' finances. Because women are naturally enterprising, planning for the future requires selecting a disciplined financial partner. At Wells Fargo, we provide personalized service, reliable advice and a respectful sensitivity to every woman's unique financial needs.

424 Main St • 233-7110
3910 W. Lincoln Way • 268-6825
723 24th Street • 233-3276
Ames, Iowa



*Hearing aids help people
get the most out of life!*



**HEARING
H&U**
UNLIMITED, LLC

Call
233-1367

If someone you love and enjoy being with is experiencing the pain of hearing loss, contact the experts for professional help

Ames Hearing Aid Center
-Professional hearing aid fitting
-Expert customer care since 1973
118 East 13th Street in Ames



KCI LANDSCAPE SUPPLY



*Where you'll find
everything you need...
except the plants!*



Keystone Retaining Wall Systems • Interlock Pavers & Flagstones • Decorative Rocks & Boulders • Bulk Mulches in both natural & colored • Topsoil & Compost

201 Freel Dr. • 232-1208
(One block south of Shaffer Auto Body)

Visit us at our website
www.kcilandscape.com

WO A man's field

Even though women make up half of the U.S. population, they're missing from the country's engineering classrooms.

By Rebecca A. Petersen
Facets Coordinating Editor

Iowa State University's engineering department is desperate to change the look of students roaming around Black Engineering, Howe, Coover and Marston Halls.

They want more women.

Even though women make up nearly half of the total number of students at ISU, they make up 16 percent of engineering undergraduates.

ISU's engineering department is constantly working on programs to get high school aged to campus. They train current engineering undergraduates to recruit young women. They sponsor countless programs for high school students, hoping to capture a few bright Iowa high school girls interested in the math and sciences.

Statistics remind ISU officials of an uphill battle. Despite ISU's engineering program's reputation in the state, only 134 Iowa girls from the class of 2003 that met admission requirements indicated an interest in studying engineering.

Women make up more than 50 percent of the U.S. population, according to 2000 Census figures. Women engineers make up 19 percent of undergraduate engineering colleges nationwide and 16 percent at ISU.



Above are members of Alpha Sigma Kappa, an Iowa State University social sorority for technical majors. Groups like this are trying to give women who major in math and sciences a place to connect on campus to help boost the number of women who choose high-tech academic

But there are ISU faculty and students working to make improvements.

Maureen Fiegen is one. She knew at a young age that she enjoyed math and science and figured she'd use those strengths as a teacher. With her mother, Fiegen took a trip from Clarence in eastern Iowa to ISU in the ninth grade and learned about a whole new career possibility, engineering. The program was called "The Road Less Traveled."

"I hadn't really thought about engineering," said Fiegen, who graduates in May with a degree in chemical engineering. "I didn't know anything about engineering."

Then she met a woman engineer from Proctor and Gamble who made toothpaste and mouthwash. Now Fiegen is preparing for a career in food manufacturing. She also serves as president of the Society of Women Engineers and works with young girls.

"Don't be afraid to go into it just because you're a woman," is Fiegen's advice. "You will be a minority. But there's room for diverse ideas."



As the director of outreach and recruiting for the College of Engineering, Monica Bruning has her own research to explain why female students shy away from careers in math and science.

The biggest deterrent, she says, is a lack of critical mass of women studying engineering. Young girls don't see women working in the engineering field. They also fear the social repercussions of raising a family with a demanding career and long hours.

Ten years ago, young woman shied away from science careers because they weren't taking the necessary math and science courses in high school. Now, the pendulum has swung the other way — girls are taking those classes and are among the brightest high school students, Bruning said.

And girls interested in the math and sciences are looking for female role models, Bruning said. Most of them can't look to their mothers, since mothers make up 8 percent of the engineering field. And they, like many boys, also don't envision themselves as engineers because of a lack of knowledge of the ins and outs of the career.

Leia Guccione, an ISU senior majoring in mechanical engineering and political science, chose Cyclone country because it was the only place in Iowa with a Naval ROTC program. She had a background in science with a mother who was a chemist and an engineer father.

But with a science background, she had chosen public service and politics as a career until she participated in an ISU program designing

and building toys for handicapped kids.

"I realized there was a lot more that I could do with an engineering background," Guccione said. "I could go and do things that would more tangibly help people."

As the chairwoman of ISU's mechanical engineering department, Judy Vance is the type of role model young girls seek.

Vance is the first woman to be a full-time department chair. She grew career and family at the same time. She earned her master's degree in engineering while one child was an infant and the other was two years old. She became the first woman faculty member, the first tenured woman and the first woman full professor in mechanical engineering at ISU.

"I don't think we sell the traditional engineering degrees where what you do as a career can help make people's lives better," Vance said. "When you're in grade school and middle school, what picture do you see of mechanical engineering? You see gears and trucks."

The one facet of engineering making strides in diversity is chemical engineering. The ability to use that degree in the medical field is attractive to women, Vance said.



The American Society for Engineering Education's Web site lists 47 famous engineers. Six are women.

Among the male founders of computer companies, the cotton gin, the telephone and one of the world's top pharmaceutical companies are six women who grew their careers as minorities.

Their names are not likely recognized outside engineering: NASA Astronaut Bonnie Dunbar, Navy Admiral Grace Murray Hopper, Beulah Louise Henry, the "lady Edison" and Katherine Stinson, founder of the Society of Women Engineers.

A lack of name recognition doesn't discredit their contributions to their respective disciplines. But it does explain why people like Bruning dedicate their career to researching why women still remain a minority in the field that develop the world's most advanced products and machines.

When 425 high school students interested in engineering step foot onto ISU's campus later this month, Bruning will be on the lookout.

She'll be looking for the future inventors, astronauts, or airplane designers. She's also looking for a specific kind of future students — female.

"Women aren't just users of technology; they need to develop it," Bruning said. ◆

Rebecca Petersen can be reached at 232-2161, Ext. 348 or rpetersen@amestrib.com.

MEET A ROLE MODEL

Sometimes life's road turns unexpectedly.

For Judy Vance, those turns led her to an historic post at Iowa State University — the first woman department chair.

Vance first came to ISU in 1973 to study math, fresh out of high school. In that first year, she switched her major to bacteriology. After the first year, she quit.

She sold dresses at Younkers in Merle Hay Mall. She cashiered for banks in Des Moines, Ames and Boone.

In 1977, her sister suggested she head back to school to study engineering. That's when Vance made a fateful turn.

She took classes, interned at Maytag and got married. After undergraduate graduation, Vance worked for John Deere in Ankeny. During those five years at Deere, she had two children. Then when one was an infant and the other was 2, Vance decided to get a master's degree.

With the master's complete, she earned the doctorate. Then historic appointments accumulated. In 1992, she was the first woman hired to the mechanical engineering faculty. Then she became the first woman tenured faculty. That meant she became the full woman full professor in mechanical engineering. Then in 2003, she became the first ever full-time woman department chair.

"I feel very much like we need women in leadership positions at the university both to interact with other administrators and to act as role models to students," Vance said. "Sometimes it's just your presence there that makes a difference."

Vance's appointment lasts five years. She'll continue her research in virtual reality. But after that, who knows? Perhaps she'll be Dean Vance one day.

— By Rebecca A. Petersen

BOTOX:

The Truth Behind The Hype

By Charles W. Love



From the cover of Newsweek to reports of wrinkle cures and Botox parties, there has never been a treatment for wrinkles that has generated as much interest and hype as Botox. Two years after FDA approval, interest in treatment remains high. Botox was the most commonly administered cosmetic procedure in 2002 and 2003. Here is the real story on Botox.

Botox is a super potent muscle paralyzer produced by the bacteria that causes botulism. The toxin blocks the release of acetylcholine from the nerve. This prevents the body from sending a nerve signal to the muscle. The protein is purified and diluted so that it can be safely used.

Wrinkles are caused by sun damage, muscle movement and hereditary factors. Botox works for the fold-like wrinkles that are caused by muscle motion. The more expressive you are when

you relate to people, the more lines your face will show over time. It is unfortunate that what makes you visually unique to those around you is ultimately, what causes you to look older. I have also had patients who related how the deep furrows between their brows affected their relationships because they appeared to be angry all the time.

Botox is FDA approved for treatment of the frown lines between the brows. It is commonly used for lines on the forehead and crow's feet. Over one million people have been treated with Botox since its approval in 2002. In the studies submitted to the FDA, 90 percent of people who were treated rated a moderate or better improvement in appearance after their injection.

Many people do not know what to expect at a Botox treatment so I will summarize how an appointment might go at my Ames clinic.

Have A Picture Perfect Fall Complexion



We can meet ALL your dermatology needs.

- | | | |
|----------------------|-----------------|---------------|
| • Acne Treatments | • Hives | • Skin Cancer |
| • Allergic Reactions | • Itching | • Shingles |
| • Eczema | • Nail Problems | • Warts |
| • Fungal Infections | • Poison Ivy | • Moles |
| • Hair Problems | • Psoriasis | • Rosacea |
| • Herpes Treatments | • Rashes | |

Cosmetic services include...

- | | |
|--------------------------|-----------------------|
| • Botox | • Laser Hair Removal |
| • Spider Vein Treatments | • Laser Photo Facials |
| • Chemical Peels | • Microdermabrasion |



Radiant Complexions Dermatology Clinics

Accepting All Major Insurance Plans

Liberty Building
2010 Philadelphia St., Suite #1
Ames, IA 50010

515.232.8844

www.radiantcomplexions.com



Becky Parrish, ARNP

After checking in and completing the usual charting paperwork, Becky Parrish, our nurse practitioner, would take a few minutes getting to know you, learning what areas you wish to have treated, and reviewing the safety and side effects of the procedure. After the consultation time, the procedure lasts about 10 minutes.

You will be asked to relax in a reclining chair. A series of injections are made into the muscle just below the skin at the treatment sight. Two to three injections per side are needed for crow's feet, four to six for frown lines and a few more for the forehead folds. You may have one, two, or all three areas treated in one session. The injections are usually well tolerated but they do sting.

Sometimes we chill the skin with ice to make the procedure more comfortable.

Following the procedure, you can resume normal activity. Normal face care and cosmetics may be used after the procedure. In 3 to 5 days, you should notice a reduction in the lines, wrinkles and folds in the treated areas. The improvement should last for approximately 4 months. This means you should plan to schedule repeat injections 3 to 4 times per year.

As with any other medical procedure, some people will not respond as well as others and there is some potential for minor side effects.

Beyond the hype, Botox is no wrinkle cure but it is simply the best procedure available for reducing crow's feet, frown lines and forehead folds. ♦



Charles W. Love is a certified dermatologist with the Radiant Complexions Dermatology Clinic in Ames. He is a regular contributor to Facets.

THE WOMEN OF NORTHCREST



Enjoy the best years of your life...come join these talented women and stay involved in your community!

1801 - 20th Street • Ames, IA
515-232-6760

www.northcrestcommunity.org

May your cupholders runneth over.



The Odyssey

**2004 Honda Cleareance
Going On NOW!**



JORDAN

HONDA • AMES

2901 SOUTH DUFF • 233-3316

jordanhondaofames.com



THE INCREASING TREND OF cosmetic dentistry

By Dorrie Baker

People have become obsessed with having a dazzling new smile and the market has responded.

Flashing a smile with a mouth full of white teeth may not get much of a reaction, but a grin with brown, yellow, chipped or missing teeth will likely get a look.

A recent study from the American Academy of Cosmetic Dentistry indicates that virtually all Americans (99.7 percent) believe a smile is an important social asset. Plus, 96 percent of adults believe an attractive smile makes a person more appealing to members of the opposite sex; three-quarters of adults feel an unattractive smile can hurt their

chances for career success.

In the past 25 years, cosmetic dentistry has increased from 10 percent to 80 percent of business for John Clary, an Ames cosmetic dentist.

"I credit much of the change to baby boomers, who are more concerned about their looks and health than any previous generation," Clary said.

Television shows like *Extreme Makeover* have created a nationwide buzz surrounding the possibilities that cosmetic dentistry has to offer for smile makeovers. "They have also greatly reduced the 'only for the rich ... only for the Hollywood stars' stigma that most Americans once associated with

cosmetic medicine," Clary said.

Advances in technology also have led to the increased popularity of cosmetic dentistry. Technology offers patients a one-visit restoration. Other technologies include lasers, computer imaging (see your improved appearance before the treatment) and the popular whitening techniques.

People used to go to the dentist only when their teeth began hurting. These days, they go to the dentist more for preventive care than to treat an acute problem.

Many people also come to the dentist because they want their teeth to look better, and fortunately, many treatments that improve the way teeth look also improve the way they function.

"People today tend to fix unsightly teeth, rather than living with them like their parents

did because they don't like the look," Clary said.

As it turns out, this improves their dental health because having a chipped or crooked tooth makes it easier for bacteria to attack the tooth. Getting the tooth fixed makes it more resistant to decay and function better, he said.

"In other words, people may think they are just being vain when they fix problems like that or when they straighten crooked teeth, but they are actually making smart choices," he said. "Many of these so-called cosmetic procedures can reduce problems like decay, broken teeth and gum disease. It's a win-win situation."



Dorrie Baker is the business assistant for John Clary, a cosmetic dentist in Ames. This is her first contribution to Facets.

CALL TODAY FOR YOUR FREE 20 MINUTE CONSULTATION



EXTREME SMILE MAKEOVERS

Today's rapid advancements in technology has established a new realm of dental possibilities right here in Ames!

Let us show you how safe, easy and affordable cosmetic dentistry is and how it can improve the way you look and feel.



JOHN E. CLARY, D.D.S.

232-0558

515 Grand Ave., Ste. 101 Ames

www.jclarydds.com

Today's top cosmetic dental treatment options include

(Costs vary greatly based on individual patient needs and region of dental practices.)

Whitening – Dentist supervised treatment remains the recommended procedure for lightening discolored teeth. (\$250 to \$1,000)

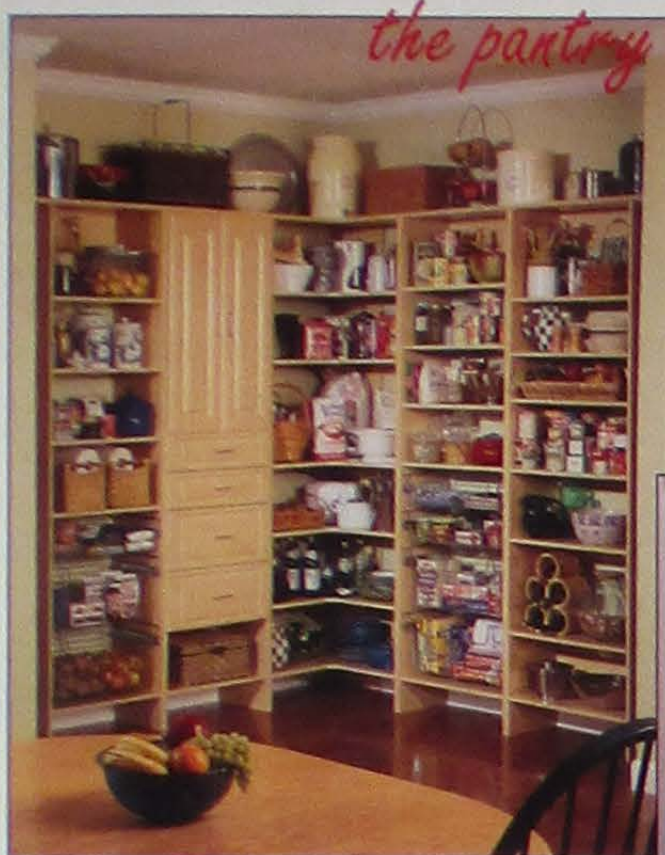
Bonding – An option for chipped teeth, bonding is a process in which an enamel-like material is applied to a tooth's surface, sculpted into shape, hardened and then polished for an ideal smile. (\$150 to \$700)

Implants – A stronger more attractive option for replacing

missing or lost teeth. An anchor is placed in the patient's jaw, and a life-like ceramic restoration is built around it and matched to the original tooth color. (\$3000-\$4500)

Veneers – An increasingly popular procedure, veneers are ultra-thin, custom-made laminates that are affixed directly to the teeth. They are a great option for closing gaps or disguising discolored, broken or crooked teeth. (\$850 to \$1,500) ♦

BEYOND THE BASICS



the pantry



the garage



the bathroom

*Unique Storage Ideas
for the way you Live*

Call To Schedule An Appointment For Your New or Existing Home Today!



West Lincoln Way • Ames • 292-5714
www.insulation.net

Drinking Water Solutions For Your Entire Family



Delivered Bottled Water

Forget worrying about sodium, lead, or chlorine—get crystal clear, great tasting water anytime with Culligan® bottled water and convenient home delivery.

First Month's Rent FREE

plus 15 gallons of
Culligan® water FREE

Culligan
The world's source for better water®

Call 268-4886

Donate plasma

Your dinner out
could be the time of
someone's life.



No matter what you do with the money, you'll save a life.

Receive up to \$200 a month and give life to patients in need.

Donate plasma. It's easy & simple.

233-2556 | 1618 Golden Aspen Dr. | Ames, IA 50010

www.biolifeplasma.com

A change will do you good

October is National Kitchen and Bath Month. What better excuse to start planning that re-design you've been dreaming about?

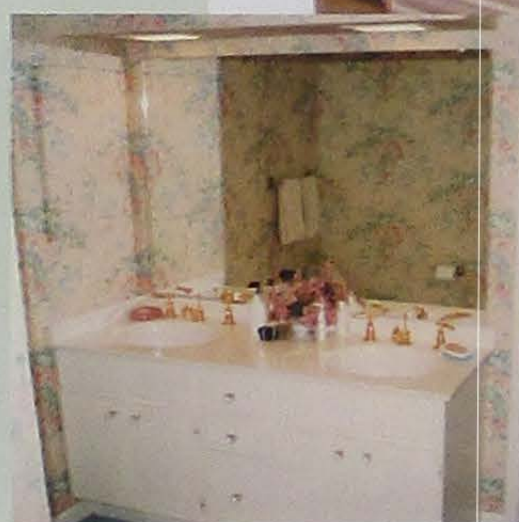
Allan and Melissa Sorenson Bathroom Remodel:

Allan and Melissa Sorenson of Ames totally revamped their master bathroom this past spring by vaulting the ceiling, replacing the tub/shower combination with a separate tiled shower stall and free-standing footed tub, and streamlined their two wardrobe closets into one large walk-in closet.

The painted antique white custom vanity is by Dakota Kitchen and Bath and features furniture style tulip feet, three wide fill extension drawers, and a counter height wall unit with fluted angles and mouldings. The granite countertop is the ever-popular dark green Uba Tuba with undermounted porcelain bowls.



after



This design was created by Lori Banks of Laura's Cabinet Gallery at 432 Fifth St. in Ames

NEED TO KNOW...

Tips from Jeani Byriel Lee, owner of Kitchen, Bath & Home at 201 Main St., Ames.

What makes a kitchen more or less expensive?

Cabinets account for about half of the total cost and will have greatest impact on your budget. So will the materials for counters, backsplashes and floors.

What makes a bathroom more or less expensive?

No single element is significantly more expensive. But installation, because its intricate, tends to account for a substantial amount of the total cost.

How can I possibly pay for a new kitchen or bathroom?

You should only spend what you can afford. That means setting a budget and sticking to it. Some homeowners tap into personal savings. Other take out home equity loans. If you're buying a house, you may be able to incorporate the costs into your mortgage.

What can I do myself to cut costs?

It depends on your abilities. Some may be able to tear out old cabinets, pull up old flooring and paint or wallpaper. You're better off to leave plumbing and appliance work up to the experts.

How do I pay for professional work?

Most firms require a percentage (usually 50 percent) when you sign the contract; additional payments (about 40 percent) when the cabinets are delivered, and the balance when the job is complete.

For Fashion, Function or Family



Whatever your inspiration see Laura or Lori at

Laura's **Cabinet Gallery**

5th & Clark • 515.232.6904

Member
NKBA
The National Kitchen & Bath Association
The Finest Professionals in the Kitchen & Bath Industry
Sustained Excellence & Quality Since 1954

Tim and Traci Miner Kitchen Remodel:

Construction is Tim's line of work so removing a wall separating the kitchen and living area was just the beginning. Revamping the kitchen's layout was the next step. The tight u-shaped kitchen allowed for very little work space and the dining area required more flexibility.

Black laminate countertops were used on top of HomeCrest's white cabinetry for a striking and contemporary feel. Lightening the color of cabinetry, running cabinets to the ceiling, adding a window seat nestled between two pantries and maximizing floor space to allow for expanded seating really made this a more spacious room.

before



after



This design was created by Laura Cram, owner of Laura's Cabinet Gallery at 432 Fifth St. in Ames

Jeani Lee Kitchen Remodel:

Jeani Lee had a very specific motive for the redesign of her Ames kitchen: retreat.

"Like every project, this one had just as many different challenges and criteria to address. Wants, needs, budget, function, safety and lifestyle factors all had to be considered. The main goal was to transform this everyday space into a vacation-like retreat. However this retreat also has to provide enough room to entertain and cook for a large family who is always on the go.

"This 1950s home had small, chopped up spaces with undersized opening adjoining the kitchen. Therefore, a master plan was created to open the space. It included an addition of a family room and sunroom adjacent to the kitchen. The remodeled kitchen actually uses about the same space as the old plan, however rearranging and opening up the adjoining spaces makes the kitchen appear and feel more spacious

"In the end, the remodeled kitchen bares little resemblance to the old. The new arrangement, new spaces and new materials have created a very functional vacation retreat in the middle of Iowa." ♦



before

This design was created by Jeani Byriel Lee, owner of Kitchen, Bath & Home at 201 Main St., Ames.

after



KITCHEN, BATH & HOME
INDIVIDUALISM, PERSONALITY, COMMUNICATION AND FAMILY.

Designing What Really Matters.

T 515.233.2604 201 MAIN STREET F 515.233.2605

PLEASE CALL FOR AN APPOINTMENT.

WWW.KBH.COM

hue & cry

Definition: Any loud clamor or protest intended to incite others to action.

Take Back Your Time Day is Oct. 24

By Heidi Marttila-Losure
Facets Writers Group

How much of your time would you consider your own?

If you live in the United States—and I don't think Facets has made it too far outside our borders—the answer is probably “not much.”

When considering factors like vacation time, paid family leave and the length of the average work week, people in the United States have less free time than citizens of nearly all other industrialized countries.

This time inequality hit home for me while I was in Finland for my grandmother's birthday in July. That trip across the ocean had to be limited to 10 days, including travel time, because I used my annual vacation days and then some for the journey. Just after the big birthday celebration, in the few hours left before we had to catch a train for the trip home, I talked with the wife of one cousin and the girlfriend of another.

One woman, who worked for a furniture store, had a baby last September and had just finished the paid leave offered to her from her employer. But she wasn't heading back to work yet—she was going to take advantage of the assistance, albeit reduced, that the government offered new mothers so she could stay home with her little girl for another year.

I asked the other woman, a designer, how much vacation she had taken to coincide with the birthday celebration. She said she might take two, maybe three—weeks, that is. She hadn't decided

yet. She had requested four weeks, but she thought she might go back early. She has six weeks of vacation available for the year.

The time discrepancy between the United States and Europe (we now work nine full weeks longer each year than they do) you may have heard about before. But did you know the United States lags behind many poorer countries as well?

Consider this: A recent report by the Project on Global Working Families at Harvard University shows that 163 of 168 countries surveyed guarantee some kind of paid leave in connection with childbirth. The United States is one of the five countries—along with Australia, Burkina Faso, Papua New Guinea and Swaziland—that do not. (Iraq under Saddam Hussein, by the way, granted new mothers 62 days of paid leave, according to another survey.)

After citing depressing statistics in many other categories, the Harvard report concludes that “The United States lags dramatically behind all high-income countries, as well as many middle- and low-income countries when it comes to public policies designed to guarantee adequate working conditions for families.” (Check out the results at www.globalworkingfamilies.org.)

A deficiency in time away from work shows up in all sorts of other deficiencies at all levels of our society, according to Elizabeth Holland of Ames.

“You see it all around you,” says Holland, a veterinary medicine student at Iowa State University. “People missing time with families, people who don't

have time to relax or get along with their neighbors. We have all these scheduled activities, so we feel like we're doing meaningful things, but we're really just keeping busy.”

Holland felt strongly enough about the issue to get involved with Take Back Your Time Day, held annually on Oct. 24. The day, according to its founder, John de Graaf, is geared toward sparking a “much-needed national conversation about work/life balance and how we can reclaim it,” he says in a recent Co-op America newsletter.

The day is part of the Take Back Your Time movement, which has four legislative goals: enacting paid family leave, requiring three weeks minimum paid vacation for all workers, giving workers the right to refuse overtime after 48 hours per week, and making Election Day a holiday.

But there's no need to work on anything so ambitious this Oct. 24, since the focus is on taking back your time to do with as you please. While the group's Web site lists organizing a Take Back Your Time Day event as one possible way to celebrate the day, another is simply “sleep late.” (Find more suggestions at www.timeday.org.)

Holland, who is serving as the local contact person for the day, says she'll probably have dinner with her husband that Sunday, and they'll touch base with their families.

It's not a very dramatic way to start a revolution. But if we want to catch up with the rest of the world in the race to slow down, every minute counts.

Elizabeth Holland of Ames is a busy veterinary medicine student now, and the career that follows her education will also be very intense. Here are some of the ways she says she takes time for herself:

Walking the dog. The dog needs a walk every day, “and it's a good way to not do anything else.”

Limiting time in front of the tube. “TV is just another way you can spend three hours and not even notice.”

Limiting her schedule. “I stick to activities that are really meaningful for me and try not to get overinvolved.”

Making as many human connections as possible. “When I see people on the street, I try to say hello.”

And lastly, Holland offers this advice to Facets readers: “Take a few moments every day to look at yourself and see if you are doing something meaningful.”

For more information about Take Back Your Time Day, go online at www.timeday.org or contact Elizabeth Holland at eholland@iastate.edu. ♦



Heidi Marttila-Losure is a copy editor at The Tribune and is a regular contributor to Facets. Contact her at hlosure@amestrib.com.

It's your turn...

Facets is looking to give you a chance to lend your voice on something you may have read in the magazine or something as general as a comment on women's-related issues.

Please send your comments to facets@amestrib.com or 317 Fifth St., Ames, Iowa 50010.

All letters must contain contact information and will be verified before publication.

...to Sound off

Better than **FREE** checking

At Greater Iowa Credit Union, all our checking accounts come with **free** online banking & bill-pay, **free** traveler's checks & money orders, **free** direct deposit, **free** telephone banking, **free** coin counting, **free** kids & teen savings clubs, over 200 no-surcharge ATMs throughout Iowa, and more. No silly fees - it's better than free checking.

www.gicu.coop
232-6310



Come see us at:

801 Lincoln Way + 2623 Northridge Parkway + 110 Airport Road
or any of our branches in Denison, Des Moines, Johnston,
Marshalltown, or West Des Moines!

5 simple steps to finding the perfect 30-minute workout



- Check the club's success record. Over 3 million women who thought they could never get fit have discovered they can at Curves. No other club can say that.
- Make sure there's friendly staff to help when you need it. The staff at Curves is dedicated to helping you stick to your plan and reach your goals.
- Are the machines designed just for you? Curves' entire circuit was created for women. It fits your body and is easy to use. Plus, the machines automatically adjust to your workout level.
- Will you be able to find a place to work out when you travel? Curves has over 8,000 centers worldwide.
- Make sure it's fun and fast. Our members tell us that they started coming to Curves because they 'should' but they keep coming because they want to.

When you're ready, call Curves and discover what over 3 million women already know:
There's only one Curves.

Curves

The power to amaze yourself.

(515) 232-3828
620 Lincoln Way
Suite 1
Ames, IA 50010

(515) 382-5175
1136 6th Street
Nevada, IA 50201

(515) 432-2705
702 Story Street
Boone, IA 50036

(641) 754-1754
35 West State Street
Marshalltown, IA
50158

Free Gift
with purchase!
Valued over
\$230

JANOME

*"Embroidery is an expression
of who I am, and I am not
like anyone else."*



**THE MEMORY CRAFT 9500
SEWING & EMBROIDERY WITH STYLE**

Professional-Style Embroidery while making regular sewing a breeze.

**AMES SEWING
&
VACUUM CENTER**

**214 Main Street
Downtown Ames
232-1001**

**Discover colorful new options
with a *free makeover***

Visit our Studio today and let a Merle Norman Beauty Consultant show you the shades and application techniques that will bring out your personal best.

**Downtown Ames
219 Main St.
515-233-2454**

Merle Norman Cosmetic Studios have been independently owned and operated since 1931.

MERLE NORMAN

The Maternity Shop

"Where we fit your growing needs"

maternity belts
prenatal cradle
nursing bras
sleep bras
support hose

dress/career
casual
swimwear
nursing pajamas

Located with Merle Norman Cosmetic Studio
at 219 Main St. Downtown Ames • 515-233-2454

**Have the *time*
of your *life!***



You can live well, age well and have fun doing it when you join *Prime Time Alive!* The program is specifically designed for people age 50 and better interested in achieving a vital balance of physical, emotional, financial and spiritual components in their lives.

As a member of *Prime Time Alive* you'll enjoy a variety of benefits including discounts on a variety of laboratory wellness screenings, massage therapy and

the Mary Greeley Medical Center cafeteria. You can take advantage of a variety of social events, health screenings, educational programs and more!

All these great benefits, and more, are available to you for only \$10 a year! To get more information about *Prime Time Alive*, call us at (800) 303-9574 or (515) 239-2423, e-mail us at yourhealth.primetimealive@mgmc.com, or check us out online at www.mgmc.org.



Mary Greeley Medical Center
PRIME TIME
Alive

1111 DUFF AVENUE, AMES, IOWA 50010 • (515) 239-2423 • VISIT OUR WEBSITE AT WWW.MGMC.ORG

October is American Pharmacist's Month

In just 30 days, the Apha (American Pharmacist's Association) is kicking off a month long event to recognize and celebrate pharmacists. This is contrary to week-long events in past years. The theme for this year is "Know Your Medicines, Know Your Pharmacist". Do you know your pharmacist?

Top 5 ways to establish a relationship with your pharmacist that ensures safe and effective medications:

1) **Talk to your Pharmacist.** Pharmacists are part of the healthcare team that specialize in medications, whether prescription or non-prescription. Let your pharmacist know your past medication history, including allergies and adverse events associated with medications. Discuss with your pharmacist your total current medication list, including OTC (over-the-counter) and herbal products—these can cause serious interactions as well!!

2) **Establish with one pharmacy.** It is important to pick a pharmacy that is convenient for you and your family to obtain prescriptions. Taking all of your medication needs to one pharmacy is important. All of your records are easily attainable and kept on file for a number of years. This is the best way for your pharmacist to be alerted to drug interactions or possible problems with your current therapy.

3) **Spend time understanding new prescriptions.** Taking your medications properly is one of the best ways to help decrease future health care costs. Each time you get a new prescription, spend time with your pharmacist understanding the following caveats about this medication:

- Name of the medication
- How the medication works
- When and how long to take

the medication

- What to avoid while on this medication
- Side effects and potential drug interactions
- Directions if a dose is missed
- Warnings and instances when this medication should be avoided (i.e. pregnancy, breast-feeding)

- How to store the medication

4) **Ask about generic alternatives.** Brand name medications have a patent on their product for a number of years after introduction to the market. Once this patent expires, the FDA allows companies to produce generic alternatives that have been proven to be equivalent to the brand name product. These generic alternatives are generally less expensive, and work exactly the same as their brand name counterparts!!

5) **Look for cost effective alternatives.** Besides seeing generic alternatives, there are ways your pharmacist can help you decrease prescription costs. Choosing a larger strength of tablet and cutting it in half, can cut your cost in half. Some insurance companies offer discounts if you fill 3 months of medication at a time. Obtain a copy of the formulary, or list of preferred medications, from your insurance company. Discussing this with your pharmacist can help you find the right medications at the right price!

For more information, please call us.



WEST AMES HY-VEE PHARMACY

Tiffany Lichty,
Pharm D.
Staff Pharmacist
292-8375

LINCOLN CENTER HY-VEE PHARMACY

Diana Wang,
Pharm D.
Staff Pharmacist
233-5645



HyVee®

SALUTES

CHILDREN'S HEALTH MONTH

DISCOVER THE REWARDS



Hy-Vee believes parents, teachers, and mentors play a critical role in helping children learn to make healthy choices in life. Hy-Vee is committed to your child's good health and believes in being involved. We're here to help you and your family be and stay healthy.

Look for these Hy-Vee Health Market Items

- Healthy Treats
- Great Snacks For Halloween
- Organic Candy
- Fruit Center



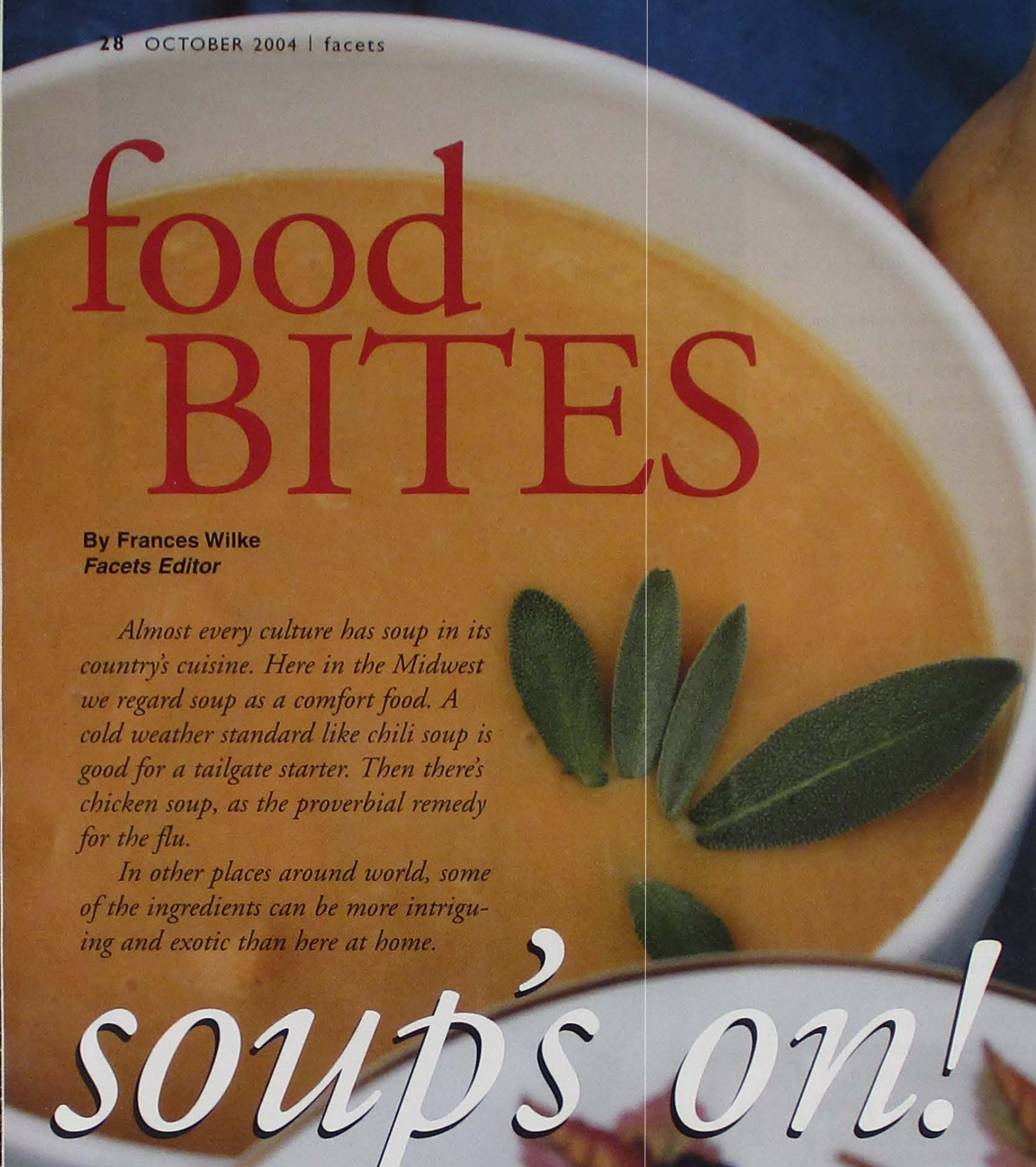
HELPING YOU LIVE HEALTHIER



Amber
West Ames Dietitian
West Ames Hy-Vee
3800 W. Lincoln Way
292-5543
Pharmacy • 292-8375



Stacy
Lincoln Center Dietitian
Lincoln Center Hy-Vee
640 Lincoln Way
232-1961
Pharmacy • 233-5645



food BITES

By Frances Wilke
Facets Editor

Almost every culture has soup in its country's cuisine. Here in the Midwest we regard soup as a comfort food. A cold weather standard like chili soup is good for a tailgate starter. Then there's chicken soup, as the proverbial remedy for the flu.

In other places around world, some of the ingredients can be more intriguing and exotic than here at home.

soup's on!

Over 20 years ago and 10,000 miles away in Singapore, I began my first of many challenging culinary experiences. Dinner with my husband's new colleagues began with soup, made from a bird's nest. This celebratory starter of an important Chinese meal was made with swifts' nests — boiled to release a thickening agent made from the birds' saliva. My husband and I jokingly liked to call it bird spit soup.

As a young bride, I was aware that food was an important social and business event; reject the food and you reject the people and their customs as well. Determined not to do either, I closed my eyes and sipped. It was delicious and I almost never feared my dinner again.

My husband remembers his mother's potato soup, thick with milk and highly

peppered. Split pea was my mother's offering, so dense you could anchor a spoon straight up in it.

Savory dishes take simple ingredients and creativity to new highs. The only required accoutrement is a large stockpot and a wooden spoon as well as good taste buds.

Any recipe starts with a good base of stock. Soup should be tasted and seasoned at the end of cooking to please. If my husband thinks it's lacking, I am sure to see the jar of crushed chili sitting beside his plate. Chili, the panacea in my house, works like a charm.

Helpful Flavor Enhancers

For those who want to enhance the savory flavor of a soup minus the heat, bouillon granules work very well. I personally like a paste, available locally called 'Better Than Bouillon.' It comes in vegetable, beef, chicken and lobster. I've tried them all and I will give a pass on the lobster.

Another trick is a product called hot tsuyu, which is a soup and sauce base made by Kikkoman. This is a truly wonderful concoction if you like Asian flavors and don't want to work very hard. A can of diced tomatoes doesn't sound very inspiring, however Dei Fratelli has a seasoned variety that is so good that you can open it up and get handy with the spoon right there! If you are looking for more taste from a clear soup, just simmer without the lid and reduce. The concentrated flavor is what you're really after.



BUTTERNUT PUMPKIN SOUP

1 cup chopped leeks, white part only
 1 large butternut squash
 (approximately 2 pounds)
 3 tablespoons butter
 4 cups chicken broth

Cut squash in half and clean out seeds. Place cut side down in roasting pan and bake at 350 degrees for 45 minutes until tender. Sauté the leeks in butter till very soft and translucent. Scoop out pumpkin flesh. In a food blender, puree cooked leeks with the pumpkin until smooth. Add chicken stock to thin. Add salt and pepper to taste. Garnish with toasted cumin seeds or sprigs of sage. This soup freezes well.

BEEF AND BARLEY SOUP

2 pounds beef short ribs
 1 large yellow onion diced
 2 28 oz. cans of Dei Fratelli tomatoes
 4 stalks chopped celery
 4 carrots, peeled and chopped
 3 oz dried mushrooms in pieces
 1 cup barley

Dredge ribs in seasoned flour and in a heavy kettle brown the meat well. Remember, the darker the meat, the more flavor the soup will have. Add the onions and celery. Sauté and add the tomatoes, mushrooms and enough water to cover all the ingredients. Bring to a simmer and cook for 2 hours covered.

Remove the meat and bones from the soup and cut the meat into bite sized pieces. Discard the bones and return meat to the pot along with the carrots, cook until tender. Other vegetables like frozen corn and peas added at the same time as the carrot give this dish a fresher texture and taste. Salt and pepper to taste.

MOM LOU'S CHICKEN SOUP

(Frances' grandmother's recipe)

3 lbs chicken pieces or one large
 mature chicken
 4 stalks chopped celery
 2 yellow onions with the peel intact
 2 carrots, peeled and chopped

Place the following in a cheesecloth bag closed tightly by cotton twine: one sprig rosemary, a finger thickness of thyme sprigs and the same of parsley (flat leaf type)

Cover chicken and vegetables with cold water. Bring pot to a boil and skim off any foamy bits. Simmer with the lid on for about one hour checking and skimming regularly. Take out the chicken. When it is cool enough, take off the meat off and refrigerate, as it will be used in the soup later. Return bones to stockpot, and simmer for another 3 hours. Strain and discard vegetables and bones and cool this clear soup to room temperature, place in the fridge so that the fat may rise to the top and be skimmed off. Now it is time to add the chicken meat that was not cooked to a tasteless cotton wad. Add noodles or potatoes or rice. Throw in all favorite vegetables along with salt and pepper to taste. This also tastes good with a matzo ball or two. Add fresh dill to garnish.

LENTIL SOUP

1 bag of lentils or about 2 cups
 cleaned and rinsed
 4 cups chicken stock
 1 large yellow onion, diced

Place the following in a cheesecloth bag closed tightly by cotton twine: one stick cinnamon, 3 cardamom pods and one tablespoon of whole black pepper

Sauté onion in a little butter, add lentils, stock and spice bundle. Cook at a simmer covered for around 2 hours. Take half of the soup and puree in a blender and return it to the pot.

The product is hearty and satisfying especially on a cold day. If you don't mind the extra calories, and would like to add an Asian twist, add a small can of coconut milk.

EASY TOMATO SOUP

2 lbs. fresh roma tomatoes
 (others will work but roma are meatier)
 2 cloves minced garlic
 1 large yellow onion, diced
 4 stalks celery, diced
 1 Anaheim chili minus seeds diced

Skin tomatoes by letting them sit in boiling water for 30 seconds. The peel will come off easily. Cut up and cook tomatoes on a medium heat till soft and pulpy. Using a sieve, strain out all of the seeds. Puree in blender. Okay now for the easy part, if you want to cheat, you may use one large can of tomato sauce instead of slaving away. Sauté onion, celery and chili. Season to taste with sugar, salt and pepper. Garnish with fresh basil, and if you want a kick, add a shot of gin or vodka just before serving.

CARROT AND CORIANDER SOUP

1 cup clean and peeled leeks
 (white part only)
 1/2 cup fresh ginger, peeled and
 in large chunks
 4 tablespoons butter
 10 carrots, peeled and sliced
 6 cups chicken broth
 1 1/2 cups of half-and-half
 2 tablespoons coriander seeds

Sauté the leeks and ginger in the butter till the onion has softened. Add broth and carrots. Cover and simmer for 30 minutes. Remove the ginger. Puree the remaining mixture in a blender. Return to the pot and add the half and half. Cook over a low heat and serve.

In a small frying pan, sauté the coriander seeds in a teaspoon of butter and add to the soup. ♦

mother CHILD

Malisa Rader

As many of my friends know, I enjoy making desserts...in particular, Southern-style pies such as pecan and sweet potato. One recent evening, I felt like baking and happened to have all the ingredients on-hand for a lemon icebox pie.

Meringue can be quite tricky, but I happened to pull this pie out of the oven at just the right moment. I admired the golden brown peaks and looked forward to sharing the dessert the next day. I delicately placed the pie in the refrigerator and went to bed dreaming of the praises the pie would receive.

Like most homes with children, the most difficult task is getting out the door and into the car: "Did anyone let the dog out?" "Where's my library book?" "I can't find my shoes!"

It was during one of those morning routines that I left that

Softer Mammogram Now Available



McFarland Clinic now offers the "Softer Mammogram."

Our clinic provides every woman with Mammopad® a soft, foam pad that creates a cushion between you and the mammography machine. You can relax knowing your mammogram will be warm and comfortable.



McFarland Clinic PC

www.mcfarlandclinic.com

Please schedule your mammogram in Ames by calling the Radiology Department at (515) 239-4458.

"Sometimes I feel like 'life's not fair' is my parenting motto."

beautiful lemon icebox pie on the kitchen counter. I remembered it about halfway to my destination where I quickly decided to make a U-turn (apologies to any traffic officers reading this). My properly seat belted children took a moment to readjust and quickly began asking questions.

I explained that I had left my dessert on the counter and needed to return home to retrieve it. My ever-mindful 7-year-old son reminded me of the time he was in kindergarten and forgot his snow pants and boots. He recalled that I refused to go home and he had to spend his recesses that day on a small piece of cement watching the other children play.

Yikes! How was I to respond? I explained what a valuable lesson he had learned that day (he has yet to forget his winter gear) and then I played the "that's life" card. Sometimes I feel like "life's not fair" is my parenting motto. I recall as a child that I thought parents only used the "life's not fair" excuse when there was no way to win the argument. Back then, I swore when I had kids that I wouldn't rely on such cop-outs.

Then I had children of my own. My kids are in constant competition for everything from attention to food to toys. They keep careful mental track of who gets what, how much, and how often.

Sometimes I wonder if my "life's not fair" assessment will affect them when they get older. Will they be pessimistic about their opportunities? Or will they settle for less than they actually deserve because they have been conditioned to believe that's the way the ball bounces?

Dwelling on these possibilities is usually short-lived. It only takes a moment of being reunited with my children at the end of the day to realize their high expectations are still intact. They immediately want to know: "Can we go to the store?" "Why doesn't she have to help carry in the groceries?" "Why don't I ever get to sit in the middle?"

Although my kids may think differently, they have everything they need, including a mom who once thought the same way they do about fairness and how it is measured.

My desire is to pass on to my children the attitude to be happy with what they have, yet retain the ability to dream of more. And, that every once in a while, we may change direction to retrieve that delectable lemon icebox pie. ♦



Malisa Rader is the parent coordinator for Iowa State University's Child Development Laboratory School. She is a regular contributor to Facets.

Custom Bar Stools



- Hundreds of styles and fabrics available
- Order early for prompt delivery
- Great for kitchen counters or rec room bars

KD GameroomSupply
Your Home Entertainment Experts

4813 W. Lincoln Way, Ames • 292-2997



Stimulate Your Senses

- Indoor butterfly house
- Conservatory
- Cafe and Gift Shop
- 14-acres in bloom

Reiman Gardens is open Tuesday-Sunday year-round. The outside gardens are open on Mondays. Guided tours and group rates available.

**REIMAN
GARDENS**
IOWA STATE UNIVERSITY

(515) 294-2710
1407 Elwood Dr., Ames
www.reimangardens.com

Skinmaster™ skin system

A step beyond microderm abrasion

Facials

Soothe your soles luncheon

Alpha™ spa system

Exclusive Dry Heat Sauna

Men's services & products

Professional massage

Personal or Group

Professional make-up instruction

Birthdays, Weddings, Any Special Occasion

Exclusive spa pedicures

Accommodate parties up to six

Waxing/Body Wraps

Airbrush Tanning

Yoga/Pilates classes

Call for private class schedule

Licensed nutrition counseling

Ville day spa

**located at
Somerset Village**

Ames, Iowa

Owners: John & Sally Elbert

515.268.4644

877.268.4644

www.villedayspa.com

Tue-Fri 9 AM-7 PM

Saturday 8 AM-6 PM

Book your holiday party now...

CALL FOR DETAILS!

**CUSTOMIZED GIFT CERTIFICATE PACKAGES
LET US TAKE CARE OF YOUR GIFT GIVING NEEDS.**

OPENING MONDAY, OCTOBER 4TH!